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THE KIWANIS CLUB

A Monthly Magazine Devoted to

KIWANIS INTERESTS

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Managing Editor
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DEDICATION

IF YOU were to ask the first intelligent and well-behaved man you met in the street what was the oldest and best known precept of right conduct in human society, you would probably find that he knew the right answer. He would not need to be a very learned man, nor one who had done a great deal of reflective thinking. About all he would need to know and to remember would be a little of what he had been taught in childhood, while he was still too young to be sent to school, and was having his little, wondering mind opened and made ready by a mother's patient, careful preparation for the big, strange, busy world of to-morrow. He would tell you that this precept was the Golden Rule, the precept that taught that a boy or a man ought to treat others as he would himself be treated.

If a man had been asked the same question anywhere in Christendom at any time within the past nineteeen hundred years, he might have been expected to make the same answer, for the Golden Rule lies at the foundation of the Christian religion and of Christian civilization. Nor is this the sum of its history, for it held a place of equal esteem among the Jews and among the followers of Confucius centuries before Christianity came into existence. Indeed, acknowledgment of the Golden Rule as the basis of enduring human relation and intercourse goes back as far as the very frontier land which lies between history and fable, and of whose customs and social regulations we know only through tales and traditions, Nowhere on earth, and at no period, has any form of society lived and endured without it.

Now, although everyone knows what the Golden Rule is, not every man you meet could tell you why it had such a long life, and why every kind, color and condition of civilized man had recognized it as something worthy to be respected and followed, even though he sometimes forgot to follow it. The common, off-hand, superficial opinion of the Golden Rule is that it is a kind of altruism, that bestows all its practical benefits on the other fellow, and rewards the one who practices it with well-earned satisfaction at having done a good deed. This is true enough, and it would be well worth while to practice the Golden Rule, if its virtue were its only reward. But that is only half the story, and it is the other half that often goes unread. It is the purpose of this article to tell the other half. Likewise it is the purpose of the Kiwanis Clubs to impress this other half of the story of the Golden Rule on all the business and all the business men these clubs can reach.

The Golden Rule, seen in the light of good business and of sound business experience, is not altruism at all. It is simply the most enlightened and practical form of self-interest. If it were not, it may be doubted whether it would have been so long quoted and treated with such universal respect by the human race as it has been.

The basis of sound commercial relation in all ages is credit and confidence. Not always credit in the form of debits and loans, although that is an incident of civilized commerce, and in its turn depends on the mutual confidence of debtor and creditor. The simplest form of commercial transaction—trading one commodity for another in plain view—cannot even be completed without the establishment of mutual confidence between the traders. From the simplest to the most complex commercial dealing, the principle is unchanged. Unless each of the parties to the trans-

action has confidence in the representations, the intentions and the performance of every other party, no business can be done. At least, no business can be done more than once on the same terms or betweeen the same persons. The Golden Rule, therefore, is the philosophy of practical business experience reduced to an axiom. It means: If you intend to stay in business and to turn your business to increasing profits, give the best possible service to everyone you agree or offer to serve.

The aim of the Kiwanis Clubs is to promote business by multiplying the application of this fundamental principle of business conduct. The Kiwanis Clubs are committed to the recognition of the Golden Rule as the basis of all business. They purpose to inspire, not only their membership, but every business man within the circle of their contact and influence, with the commercial value of good service to one's customers and patrons. They seek, by emphasizing the possibility of courteous service, prompt service, helpful service, complete service, often when such service is not demanded and cannot be exacted, to promote the dignity, the pleasure and the profits of business.

When Rose Flammock, the weaver's daughter in one of Sir Walter Scott's romances, was speaking of her father's shrewd common sense, she said it was very like a yardstick, because, though it was a simple thing, it could be used to measure great men and small, just as the yardstick measured wide breadths of cloth and narrow, coarse dowlas and fine tapestry. It is the same with just service in business. It is the test of the business man, of his capacity for business, of his possibilities and opportunities for better business, for wider reputation and for larger profits. It matters not how small his capital, his shop or his business may now be. If underlying his business methods is the principle and practice of the Golden Rule, of giving to every customer, little or big, the service that he himself expects from all of whom he buys, he is a good business man, of whom his community has a right to be proud, and who is on the high road to business reputation and business success.

Test any great business success that has filled the newspapers and magazines with the stories of some man's unique achievements in invention, industry or commerce. Apply to each of these experiences the rule of service, and you will find that every one of these fortunes, these world-wide reputations, in this century or any that has gone before, have all beeen made by serving real human needs. How were the fortune and fame of James J. Hill gotten? By contriving some means of making great numbers of people pay more for freight and passenger service than it was worth to them? No. It was by giving millions of people such a service that it enabled them to raise, transport and sell vast freightages of grain, live stock, ores and lumber at profits they had never dreamed of as possible. He gave better service than he was expected or asked to give; he opened for men and women opportunities they never knew existed, and in adding to the means of livelihood, of wealth, of comfort of others, he won vast wealth and fame himself.

If James J. Hill, when he acquired his first short stretch of iron rails, had set out to see how little and how poor service he could give for the rates the laws permitted him to charge, he would have been a hindrance to the development of the great untenanted region of the Northwest. He would have been a discouragement to the settlers who required the service of his cars, his engines and his employes. Just as he would have discouraged their enterprise by short-sighted parsimony or sharp practice, they would have in turn checked the growth of his railroad from a single pair of tracks less than a hundred miles in length, to one of the greatest trunk line systems, with one of the greatest annual tonnages, in the world.

The Kiwanis Clubs aim to impress every business man in America with the fundamental value of good service. They aim to go further, and to fix in the mind of every business man the essential elements of good service. They mean to spread an increasing knowledge of efficiency in business based on increasing knowledge of the public's needs and wants in business methods. They aim to point out the consequences of methods that are unethical, untactful, ineffective. They aim to deepen and quicken the sense of personal responsibility of every business man for the conduct of his employes, the quality of his wares, the sufficiency of satisfaction of his customers. They aim to uplift, strengthen and make popular and, in the highest sense, profitable, American business to both the man who sells and the man who buys.

It is to these ends that this magazine, devoted to the promotion of the Kiwanis Clubs, dedicates itself in its initial number.

HISTORY OF KIWANIS ORGANIZATION

GEORGE F. HIXSON

National President Associated Kiwanis Clubs

The history of the Kiwanis organization is but the recounting of the growth of an ideal which, having had its inception in the mind of one man, has become, in the short space of twelve months, an important factor in the business life of the United States and Canada and which bids fair, in a short time, to encircle the entire globe.

For many years Mr. Allen S. Browne, of Buffalo, N. Y., served in the capacity of organizer for a number of fraternal organizations, and while engaged in that capacity from the chance remarks of many business and professional men, he became convinced that their real purpose in affiliating with such organizations was the furtherance of their acquaintance with other desirable business men, the development of their business and the desire for a knowledge of the methods pursued in the successful upbuilding of other trades and professions.

With this in mind, late in the year 1914, Mr. Browne, having severed his fraternal connections, determined to experiment in the formation of a club or association having as its basic principles the interchange of business and business ideas, mutual aid and assistance and a fellowship, not based on strictly fraternal lines. Therefore, in December, 1914, he called upon Jos. G. Prance, an acquaintance, and after explaining the idea secured the co-operation and help of Mr. Prance in laying the foundation for the first club of the present Kiwanis organization.

In January of 1915 a meeting was held in the office of Warren O. Robertson, some seven or eight men being present, and Dr. C. A. Reed was elected President and Mr. Robertson Secretary of the budding institution. Mr. Browne having been retained as Organizer he was requested to secure a name, and, through the courtesy and with the aid of C. M. Burton the word "Kiwanis" was formulated from the Chippewa Indian phrase, "Nun Kee-wan-nis," meaning "I trade," and was adopted as the club name. A series of noon hour meetings were commenced in February at the first of which Donald A. Johnston spoke on the subject of "Life Insurance." In March Dr. Reed, having resigned, Mr. Johnston was elected to succeed him as President of the Detroit organization.

At this time no thought had been given to the formation of a National organization, it being rather an idea which was considered of purely local benefit. Mr. Browne, however, having built the Detroit Club to a membership of approximately two hundred and having seen the great possibilities of the interchange of ideas and business between cities became an enthusiast for expansion. It is to be regretted that Mr. Browne's idea did not receive the support which, in the light of later developments, it seems to have merited. In any event, he having resigned as Organizer in Detroit in July, he proceeded to the city of Cleveland, Ohio, where, on August 1, 1915, he secured the application of Attorney Wm. J. Hawley, a former friend and business associate. This was followed, a few days later, with the application of E. C. Forbes, and about the middle of the month of August the first meeting of the Kiwanis Club of Cleveland was held in Mr. Hawley's office with fifteen members present. During August and September the membership grew steadily and the National idea, having been broached by Mr. Browne to the Board of Directors of the Cleveland Club, and they being in sympathy with the movement, it was suggested that a corporation or parent organization be formed under the laws of Ohio to issue charters to subsidiary clubs. Subsequently the articles of incorporation were drafted, signed by W. J. Hawley, Ralph H. McOuat, George W. Owen, W. O. Robertson, formerly Secretary of Detroit and Mr. Browne and on September 15, 1915, the charter was granted by the state of Ohio.

It was about this time that the names of Oscar F. Alexander and James B. Shields were presented and accepted in the Cleveland Club and the former elected President and the latter Delegate to the parent Association. In October the incorporators met with the representatives of the Cleveland Club and Mr. James B. Shields was elected President of the parent corporation.

November the first saw the Kiwanis Club of Cleveland with over two hundred and fifty members and Mr. Browne determined next to organize in the city of Pittsburg, Pa., as he had received several invitations from prominent business firms in that city. This, the third Kiwanis club, was satisfactorily completed on the first of January, 1916, and Mr. Browne, in his capacity as National organizer, commenced planning for a more rapid extension of the organization. Having secured the services of a number of deputies, work was commenced in Rochester, N. Y.; Buffalo, N. Y.; Chicago, Ill.; Boston, Mass., and New York City.

From this time on the progress of the organization has been little short of phenomenal. In April, 1916, Mr. Browne returned to the city of Cleveland to attend one of their meetings, and it was suggested by Mr. Alexander that the time was ripe for the formation of a permanent National organization. He requested that the Cleveland Secretary should issue a call for a convention and with the usual promptness of the Cleveland Board of Directors under the leadership of Mr. Alexander, an invitation was issued to the twenty-four existing clubs requesting that they send delegates to a joint meeting to be held in the Colonial Hotel in Cleveland on May 18, 1916.

All of the clubs then in existence were prompt in their response and early on May the 18th, Mr. James B. Shields presiding, the first convention of Kiwanis clubs met in executive session.

The first business for consideration was the adoption of a National constitution and a Committee of five having been appointed they shortly reported the present National constitution which was unanimously adopted. It provided for the election of necessary officers and a Board of Trustees who, together with the officers, should constitute a National Board for the guidance of the Kiwanis ship of state.

As the delegates present were very largely strangers to each other a rather spirited contest for National President was waged and the writer was finally selected to fill that important office. The offices of Vice-Presidents were balloted on and Perry S. Patterson of Chicago, Ill., Charles D. Heald of Dayton, O., and L. H. Graham of New York City were elected. The Secretary for the National body proved to be, when the result of the ballot was counted, Albert Dodge, President of the Kiwanis Club of Buffalo, N. Y. The election of John B. Martin of Pittsburg, B. G. Watson of Columbus, James V. Meeker of Akron, James J. Dalzell of Youngstown, Donald A. Johnston of Detroit, and James J. Haskell of Albany completed the list of National Trustees, and the city of Detroit was selected for the annual convention to be held in May, 1917.

Since the convention the writer has taken a very active interest in the development of the organization and can safely say that with the efficient aid given him by the other Trustees and particularly by the National Secretary much has been done to systematize and perfect the work of the National body.

Too much praise cannot be given to the National Organizer for the manner in which the development of the idea has been carried across the country. In the short space of twelve months, assisted by his deputies, Kiwanis has become known in all of the section of country from St. Paul in the North and Dallas at the South straight to the Atlantic ocean and more remarkable still, in view of existing conditions, Mr. Browne has succeeded in establishing in the Dominion of Canada three thriving branches.

The writer is sure that his readers will agree that the development of an organization of eighty branches with a membership of ten thousand members, the starting of a National magazine and the perfection of an efficient National organization within the short space of twelve months could only have been achieved through the spirit of co-operation and mutual help on the part of the National body and the National Organization Department.

Too much credit cannot be given Allen S. Browne for his work in the Kiwanis organization. In a wonderfully short space of time he has given to the country an affiliation of live wire business men's clubs, each of which is founded upon high ideals for the promotion of better ethics in business and having for its motto, "Service Is Its Own Reward." Mr. Browne and the Department of Organization typify this important truth.

In conclusion, the writer extends to all of the affiliated Clubs his sincere thanks, and wishes at this time to express his appreciation of the honor paid him in his selection as International President and takes this opportunity of assuring the subsidiary bodies that so long as he remains the chief executive of this, the greatest and most efficient business association of our country, that his time is theirs, his interests are theirs, and that he will do his utmost to promulgate the great principles advocated by the Kiwanis Club, of Square Dealing and Real Service.

International President, Kiwanis Clubs

GEORGE FREDERICK HIXSON, A. B.
ROCHESTER, N. Y.

PRESIDENT OF ROCHESTER, N. Y., CLUB AND ONE OF THE ACTIVE LAWYERS OF THAT CITY

The Kiwanis Creed

"Service Brings Its Own Reward"

FIRST—To realize that I am a business man, and wish no success that is not procured by giving the highest service at my command.

SECOND—To do my best to elevate and improve the business in which I am engaged and so to conduct myself that others in the same line may find it profitable and well to do likewise.

THIRD—To insist that the exchange of my goods, service and ideas are legitimate and proper profit provided, that all parties interested are benefited thereby.

FOURTH—To conduct my business in such a manner that my competitors will realize the perfectness of the service, and agree with my customer that the trade should be given to me.

FIFTH—To realize that the greatest asset of any man is his friends and that any advantage gained by reason of such friendship is perfectly proper and legitimate.

SIXTH—To keep the quality of my goods above criticism if possible, and when justly criticised to accept the criticism with good grace and endeavor to improve.

SEVENTH—Service and responsibility are the goods we have to sell. When we sell them right, we gain, and the purchaser receives his due. If we sell them wrong we both lose on the transaction, and thereafter it bars us from future business.

EIGHTH—We believe in the doctrine of Kiwanis. It is based on truth in business, service in business, quantity in business and last but not least, quality in business.

NINTH—That primarily my life should be devoted to the service of my country and my God, and by honest efficiency in the conduct of my business in supplying the needs of others, I shall best meet these requirements by which the individual is measured.

TENTH—That satisfactory service by responsible merchants builds and establishes a spirit of self-sustaining interest in a community producing a betterment of living conditions.

ELEVENTH—As a better mutual service advances the interest of each individual so is this interest reflected from his environs into city and national life.

TWELFTH—To realize that I live not only for myself but for others.

"KIWANIS"

ALLEN S. BROWNE
National Organizer

Many times since the inception of the Kiwanis organization I have been asked, "Is the Kiwanis Club a new idea?" And always I answer yes and no. At this time, the dedication of the first number of the Kiwanis magazine, it seems to me that a rather larger or fuller answer should be made to this recurring question and that we should also define the object and purposes of our organization. To those of you who are familiar with the ancient history of our world, there will instantly occur when Kiwanis is mentioned and defined as a trade organization, some of those other associations of traders which, having their inception in small gatherings of merchants, combined together for mutual aid and protection, have left their indelible stamp on the maritime usages and laws of the nations.

Back in the remotest antiquity the merchants of the seaport towns chartered their ships so that several merchants, each representing or trading in a different commodity, would all set sail to foreign ports together. This was not only done to cheapen transportation of their goods, but for the purpose of extending mutual aid and protection against robbers, pirates and unfair treatment in the lands to which they sailed.

Combinations of Phoenician merchants penetrated even so far into the unknown seas that they reached the shores of Britain generations before the Roman conquest.

I have in mind an association of merchants and cities of German origin, the Hunsiatic League, formed in the middle ages, with practically the same object and purposes that are to-day embodied in our Association. This League started with a small association, became so powerful in time that it virtually controlled the shipping from various ports. And the laws promulgated by its membership have left an indelible stamp upon even the maratime laws of the United States, and this is remarkable when it is considered that our country did not even exist in the imagination of the civilized world when the Hunsiatic League was an ancient and honorable institution.

Considering Kiwanis from the standpoint of an association of merchants and traders banded together for their mutual aid and protection it is not a new idea.

Our readers are all doubtless familiar with the ancient law, the common law, so-called, and are aware that it is in a large measure made up of the legal findings of kings and courts; it is common property that one of the axioms of the ancient law was "caveat emptor"—"let the buyer beware."

For some reason unknown, it seemed to have become the rule that one making the purchase must look at the goods, examine them for himself and assume the risk of defects which might appear. This rule or custom gave rise to many abuses and begot a lack of confidence on the part of buyers. So marked had this become in trade life that many years ago certain manufacturers of silver goods commenced to use the word "sterling" to indicate that their products contained a certain percentage of silver metal in conjunction with the alloy. This mark, "sterling," gained so great a reputation for honest goods that it is recognized and used even at this late day.

It is within the writer's time and memory that manufacturing concerns desiring to impress the buying public with the quality of their goods and their business integrity, their willingness to make good the defects of workmanship, that they began to warrant or guarantee their goods for a term or period of time.

This warranty or guarantee, it seems to me, was the beginning of the end of the old rule, "let the buyer beware."

Kiwanis is new, because Kiwanis as an institution, as an association, is advancing and its members are preaching from day to day a thought far in advance of the written warranty or guarantee of goods. The thought, while not of itself new, is very new when applied to modern business methods. It is "The Golden Rule in Business."

Continued on page 21

Some Men of National Prominence in the Kiwanis Club

OSCAR F. ALEXANDER
Cleveland, O.
National Trustee

JAMES B. SHIELDS
Cleveland, O.
Presiding Officer
First National Convention

BENSON G. WATSON
Columbus, O.
National Trustee

ALLEN S. BROWNE
Buffalo, N. Y.
National Organizer

GEORGE F. HIXSON
Rochester, N. Y.
National President

ALBERT DODGE
Buffalo, N. Y.
National Secretary

W. C. SHEPARD
Buffalo, N. Y.
Delegate to First National Convention

JAMES J. DALZELL
Youngstown, O.
National Trustee

J. M. HASKELL
Albany, N. Y.
National Trustee

JAMES W. MEEKER
Akron, O.
National Trustee

Response Made to National Trustee Oscar F. Alexander, Upon Presentation of Charter to the Kiwanis Club

ELTINGE ELMORE

Milwaukee, Wisconsin, Charter Night

Mr. Toastmaster, Honored Guests, and Members of Kiwanis:

It is a very pleasant duty, as well as honor, to represent the Kiwanis Club at this time. While it would have been eminently proper and fitting for our worthy President to have assumed this privilege, it is at his request that I have undertaken to make the response for the club in accepting the charter from the hands of the National Trustee, Mr. Oscar F. Alexander.

When Mr. Fillmore first presented Kiwanis and its plans to me I was quite luke-warm and did not accept the idea with any enthusiasm, for I had seen so many similar organizations come before the public, and while some had lived others had died a lingering death, but Mr. Fillmore induced me to talk with some of my acquaintances who were members, and showed me letters from members in other cities where Kiwanis had been in existence for a year or more, and I became convinced that there was merit in the ideas which the club stood for, and that there was a germ of healthy, helpful possibilities which was bound to germinate and grow, and prove valuable to the members, and become cumulative as the years went by. So I joined, and I am glad that I did. There are a number of reasons why Kiwanis ought to be valuable, but I will touch on no more than three. First: This club ought to be, and undoubtedly will be, a center from which streams of influence, potent for good, will flow; they will radiate out not only into the city but throughout the State, for who is able to say where they will end. The stone thrown into the quiet waters of the mill pond sets in motion the ripples which swing out from a common center in ever widening circles, and only stop when the farther shore beats them back. The club will be a means for extending our business acquaintanceship, and by this enlarging of our circles our horizon is broadened out, and we are brought into contact with new, fresh minds and thought, which will naturally be educational and helpful. I am sure that none of us have felt that the time was lost in listening to the talks which we have been having every week; we have all learned things which have been new, interesting and instructive. It was the late Thomas B. Reed who once said: "I firmly believe that three-quarters of all the knowledge that we possess comes from contact with our fellow men. We exchange ideas as we exchange commodities, and in this interchange of thought there is a gain for both. We lose nothing by that which we impart, and we gain by all that is imparted to us." The old proverb about the iron sharpening iron would perhaps go about like this to-day: As steel sharpeneth steel, so the mind of man is sharpened by the mind of his fellow men.

My second point is, the material side and its relation to the club. We are obliged to think seriously about three things: food, raiment and shelter. I hope we are all blessed with good, healthy appetites, and as we do not live in the cave age, polite society demands that we wear something besides fig leaves and breech clouts, and sometimes even the Highlanders' costume has been objected to by supersensitive natures. I remember of a story about an Irish policeman in one of our middle Western cities who had never seen a Scotchman in his national costume, and when one day he saw a Piper bravely blowing the pipes in all the glory of bonnet and tartan, kilt and plaid stockings, spooren and silver buckled shoon, his sense of the proprieties was rudely shocked, and he ran out and threw up his hand and shouted out, "Stop here, yeze can go no furder; what d'ye mean by traipsin down the street with such an owdacious dress? Yeze bether go down to Lewitzky's and trade off your harmonicum for a pair of pants and consarve the dacincies."

So, as I said, we are obliged to think of these material things that cost real money, and to get them we must trade or sell something, either our services of brain or hands, or merchandise of some sort, and here is where friendship and reci-

procity deal telling blows in the fight against hard times and poor business. With Kiwanis members it must not be a case of "every man for himself and the devil take the hindermost," but rather that other kindlier sentiment, "each for all, and all for each." I personally happen to know that some of our members have already caught the true Kiwanis spirit for they have said very frankly to me, "I am sorry, Mr. Elmore, that I cannot buy my coal off you this winter, but I am tied up just now on a matter of business with ——, but next time I shall come to you, *but* I have sent two people to you who had no particular choice."

It seems to me that those men had the true spirit and typical of Kiwanis.

The third reason why Kiwanis will be valuable is: There is sure to be a development of that sort of friendship which is not based on the momentary and material side, but appeals rather to the soul and heart.

And what is the truest kind of friendship? It was Byron, I think, who defined it as "The mysterious cement of the soul, sweetner of life, and the solder of society." And Kiwanis will start into life "A friendship that like love is warm: a love like friendship, steady."

These meetings will be sure to develop in the coming months a spirit of camaraderie, and loyalty to each other and the club as a whole, but it is more than possible that we as individuals will find our hearts going out in warm affection for some, and in a manner and with a power quite beyond our control. This is the case in other organizations that I know about friendships have been formed which have had no sign of the dollar mark upon them, and they will last "Until the sun grows cold and the stars are old, and the leaves of the judgment book unfold."

The order of Kiwanis is the outgrowth of an idea in the mind of one man, a man whom, I venture to say, had in his thought, perhaps unconsciously, the words which Abou Ben Adhem spoke to the angel: "Write me then as one who loved his fellow men."

He must be a man of wide vision, with a consuming desire to make this old world a little better than he found it.

It is the men who have dreamed dreams, who have had visions, whose spiritual eyes have seen the breaking dawn of a better day and who have laboriously toiled for the fulfillment of these dreams, who have builded immortal creations which will outlast the monuments of brass, copper, and marble which have been erected to their memories. The world is ready to pay tribute to the man with ideas, and the fame of a great idea travels fast. That the idea of Kiwanis is a good one is evidenced by the speed with which it has traveled across the continent, and some day we may clasp hands with our brothers in the Orient and thus form an unbroken circle around the globe.

I envy Mr. Browne the joy and satisfaction which must be his when he thinks of the mighty force now at work, and to realize that he gave it its first impulse.

In accepting this charter, Mr. Alexander, we do so with a clear understanding of our obligations, and a realization of the true meaning of the ethical teachings for which Kiwanis stands. I am sure that I speak for all when I say, "We will endeavor at all times to follow its creed, uphold its principles, and will in all possible ways try to make each life that we touch, a little richer, a little more contented, a little more cheerful, a little more hopeful, and so may we see the future, "As golden days, fruitful of golden deeds, with Joy and Love triumphant."

Kiwanis

(To the tune of "The Orange and The Black")

Although other men may favor
Clubs of more ancient fame
And eat viands of rare flavor,
Lauding an older name,
We will own the Indian legend
And to this faith hold true,
While toasting dear Kiwanis
And the old red, white and blue.

Good fellowship and honor,
Brotherhood and dealing fair,
Are the principles we stand for
In this world of strife and care.
Then let's hoist our Indian legend
And pay it honor due
While working for Kiwanis
And the old red, white and blue.

When our path in life grows thorny
And misfortunes crowd our way
And our best friends seem uncaring
And clouds o'erhang our day
We will banish thoughts of malice
And recall our faith so true
As we cheer for dear Kiwanis
And the old red, white and blue.

CHARTER PRESENTATIONS

By ALBERT DODGE
National Secretary

It has been a great pleasure and inspiration in going about the country visiting the different Kiwanis clubs to see the caliber of the men making up the membership of the clubs.

I have had considerable experience and had various opportunities to observe the membership of different business and social clubs about the country and I am frank to say that the personnel of the different Kiwanis clubs is well above the average. This is rather an extraordinary condition because of the fact that the Kiwanis clubs have sprung into existence very rapidly, and in all organizations of such rapid growth one usually finds a small number of members who are not strictly up to the standard, but this rule does not apply to the Kiwanis clubs in any way.

Of course, a great deal of this condition must be attributed to the work of the Organization Department. There is no question but that they have done their work faithfully and while little difficulties have crept in, in a majority of cases they have been simply misunderstandings which we have been able to smooth over very quickly.

I have had the pleasure of visiting a number of the clubs, and in every case I have been proud to see the large amount of enthusiasm and the real Kiwanis spirit that has been demonstrated.

The first club to receive its charter and properly affiliate itself with the National organization, I am proud to say, was the club of which I have the honor of being President, namely, Buffalo, N. Y. This charter was presented the evening of October 16th in a very able and efficient manner by Mr. Perry S. Patterson, Vice-President of the National organization, and President of the Chicago, Ill., club. Mr. Patterson very graciously detoured on his wedding trip to allow us the pleasure and honor of entertaining himself and his bride at our dinner, and I want to say it was a real pleasure, especially as far as the bride was concerned. We were also honored by the attendance of President Hixson. The dinner and entertainment was held in the banquet hall of the Statler Hotel, and was carried out in a befitting manner.

Immediately following this meeting I had the pleasure with President Hixson of visiting the Boston, Worcester and Hartford clubs. The reception to us was very flattering. The three clubs took care of every detail in fine shape and our visit was a great inspiration to the National organization, and must naturally be of lasting benefit to these clubs.

Following the Eastern trip I had the pleasure of attending the charter meeting of the Syracuse, N. Y., club. It was held in the ball room of the Onondaga Hotel and was another instance of the ability and progressiveness of the Kiwanis clubs because it was carried out in every detail. Present at that meeting was Professor Wick of the University, who gave a very fine address on "How Shall We Trade?" He also gave us an outsider's definition of the word "Kiwanis," stating that it came from the Indian word "Keewanee," meaning "to trade," and his address on "How Shall We Trade?" was very well timed and very instructive.

The Syracuse club recently put out a special edition of the Post Standard, and in this edition they gave extracts from Professor Wick's speech, so that the people of Syracuse must of necessity know now what the Kiwanis Club stands for.

They also had the President of the Rotary Club of Syracuse at their meeting and he made some very fitting and gracious remarks. This is another instance of the Kiwanis spirit in that we welcome all other clubs to our meetings that they may see and know what we are.

Another large meeting was held in Cleveland in the middle of October, which unfortunately I was unable to attend, but from reports I have received it was one of the largest meetings every held by any club in that city, and the charter was presented by Mr. Albert H. Miller, National Trustee of Toledo, Ohio, also President of the Toledo club.

The latter part of November large and enth usiastic meetings were held in Toledo, Milwaukee, and Racine, which were attended by President Hixson, and in his report to the National

organization he gave a glowing account of these meetings and the great amount of enthusiasm displayed.

On December 8th the National Secretary had the pleasure of attending the charter meeting of the Utica, N. Y., club. This meeting was largely attended and resulted in a great deal of good. Shortly after this meeting the Utica Club successfully put forth a special edition of the Utica Herald and they have a number of other projects in mind which are going to keep the Utica club in the foreground for some time.

Other clubs presented with their charters during the month of December were: Dayton, Ohio; Springfield, Mass.; Cincinnati, Ohio; Lafayette, Indiana; Aurora, Ill.; Lockport, N. Y., and Albany, N. Y. At all of these meetings which were attended by some officer of the National organization there was a large attendance and great enthusiasm displayed.

Since holding the meeting in Lafayette, Ind., a special edition of their paper has been published setting forth the principles, etc., of the Kiwanis clubs.

In the presenting of these charters we have received great assistance from the National Trustees who have been designated to participate in these events.

The last club to receive its charter in 1916 was the Detroit, Mich., club. The National Secretary had the pleasure and honor of being present at this presentation. It was held in the ball room of the Statler Hotel, and all of the arrangements were carried out with the true Kiwanis spirit. It was very gratifying to the National Secretary to be able to present to the Detroit Club its charter on account of the fact that the Kiwanis organization of Detroit was the first club formed.

The next convention will be in Detroit. The Detroit Club is noted for its entertaining qualities and I know that they are planning a very fine convention. It is hoped that all of the clubs will take steps at once to elect their delegates and prepare to attend this convention.

You will readily appreciate, no doubt, that the responsibilities of the National officers in the past year have been, and the next year to come are bound to be very great because we are building an organization for the future and not for the present.

It is hoped through this magazine sufficient knowledge and information regarding the organization will be given to each individual member that he will be filled with the Kiwanis spirit and thoroughly understand what Kiwanis stands for. It is a fact that at the present time there are a great many of our members who do not thoroughly understand what Kiwanis means. However, this information is being put forth in many ways, such as special editions of newspapers in many cities, pamphlets and by word of mouth, and this cannot help but redound in a great many way to the benefit of the organization and the members at large.

Our clubs are meeting at the best hotels in the several cities and are becoming the recognized clubs of the different localities. They are interesting themselves in all movements for the betterment of conditions, both business and otherwise, in the different cities, and the National organization is continually receiving newspaper comments regarding the activities of the different clubs, and the good work they are doing. Especially has this been true during the Christmas season. A great many clubs took it upon themselves to see that Christmas cheer went to those less fortunate than themselves, and all reports indicate that they have succeeded far beyond their expectations.

One of the best meetings held during the year by any club was held recently in Rochester, N. Y., the home of President Hixson.

I had the honor and pleasure of attending this meeting and for the benefit of other clubs in the organization I want to say that it was one of the best conducted and arranged meetings of any organization that I have ever attended.

Present at the meeting were the Mayor of the city and the heads of every department of city affairs. National Trustee O. F. Alexander, Past President of the Cleveland Club, presented the charter of the National organization to the local club. It was received by his Honor, Mayor Edgerton, at the request of President Hixson of the local club, in a very fitting manner, after which the Mayor was made an Honorary member of the Rochester club.

It was certainly a great day for the Rochester club, and a fine thing for the National organization. The Rochester club and President Hixson

Continued on page 21

International Secretary, Kiwanis Club

ALBERT DODGE
BUFFALO, N. Y.

MEMBER OF FIRM OF ARMSTRONG, ROTH, CADY CO., INSURANCE

INDIANA

South Bend—
F. L. Simms, 224 Farmers Trust Building.

LaFayette—
William F. Sattler, 215 N. Fifth Street.

Gary—
H. R. Kerr, Victoria Hotel.

Indianapolis—
M. J. Hammel, 509 Fletcher Trust Building.

Terre Haute—
Arthur L. Everet, 108 N. Seventh Street.

KENTUCKY

Louisville—
C. D. Harris, 312 Columbia Building.

ILLINOIS

Chicago—
H. E. North, 76 W. Monroe Street.

Peoria—
L. B. Hitpas, 8 Arcade Building.

Aurora—
Fred Hawley, 212 North Avenue.

Rockford—
H. E. North, Rockford Hotel.

WISCONSIN

Racine—
F. H. Schulz, 529 Main Street.

Superior—

Milwaukee—
W. E. Lenicheck, 336 First National Bank.

Madison—

MINNESOTA

Minneapolis—
R. H. Fillmore, 620 Franklin Street E.

St. Paul—

Duluth—
William H. McAfee, 611 Torrey Building.

ONTARIO, CAN.

Toronto—
T. R. Crayson, 201 Stair Building.

London—
W. A. Nellis, 380 Richmond Street.

Hamilton—
F. L. J. Seldon, 114 Prospect Street.

TEXAS

Dallas—
Frank L. McKeny, 905 Praetorian Building.

Fort Worth—

TENNESSEE

Nashville—
Harold B. Whiteman, Secretary-Treasurer of Railway and Light Company.

DISTRICT OF COLUMBIA

Washington—

MARYLAND

Baltimore—

RHODE ISLAND

Providence—

ALABAMA

Birmingham—

The above list is as nearly complete as possible to obtain at the time of going to press. A corrected list will be published in a subsequent issue, and new locations will be added from time to time.

List of Clubs and Secretaries

NEW YORK

Albany—
George J. Sholes, Remington Typewriter.

Rochester—
W. B. Bowie, 184 Clinton Avenue South.

Utica—
Clarence A. Nelson, 14 Devereux St.

Lockport—
R. J. Chase, 42 Ashley Building.

Schenectady—

New York City—
H. E. Sipe, 413 W. Broadway.

Troy—
W. Clifford Chase, 13 First Street.

Buffalo—
William C. Shepard, 158 Pearl Street.

Syracuse—
H. W. Osborne, 487 South Salina Street.

NEW JERSEY

Newark—
Charles R. Palmer, 9 Clinton Street, Room 205.

CONNECTICUT

Hartford—
Sidney S. Sanborn, 102 Phoenix Bank Building.

Bridgeport—

New Haven—
Charles T. Lincoln, 415 Malley Building.

MASSACHUSETTS

Boston—
Melvin W. Kenny, 125 Summer Street.

Lowell—

Springfield—
Robert S. Pepper, 27 Phoenix Building.

Worcester—
Douglas P. Cook, Boston Pressed Metal Co.

PENNSYLVANIA

Pittsburg—
C. W. Brown, 931 Liberty Street.

Philadelphia—

Erie—
R. A. Neff, Erie Contractors' Supply Co.

OHIO

Cleveland—
E. C. Forbes, 335 The Arcade.

Youngstown—
A. L. Guenter, 29 N. Phelps Street.

Dayton—
Dr. Paul A. Greathouse, Conover Building.

Toledo—
Fred W. Smith, 664 Spitzer Building.

Canton—
L. D. Ellsworth, Valentine Theater Building.

Columbus—
Harry C. Hughes.

Cincinnati—
C. H. Cord, Mutual Life Insurance Co., N. Y., Union Trust Building.

Akron—
Kiwanis Secretary, Portage Hotel.

MICHIGAN

Detroit—
Dr. C. Burton Stevens, New Farrell Building.

Flint—
Forrest W. Boswell, 128 E. Keasley Street.

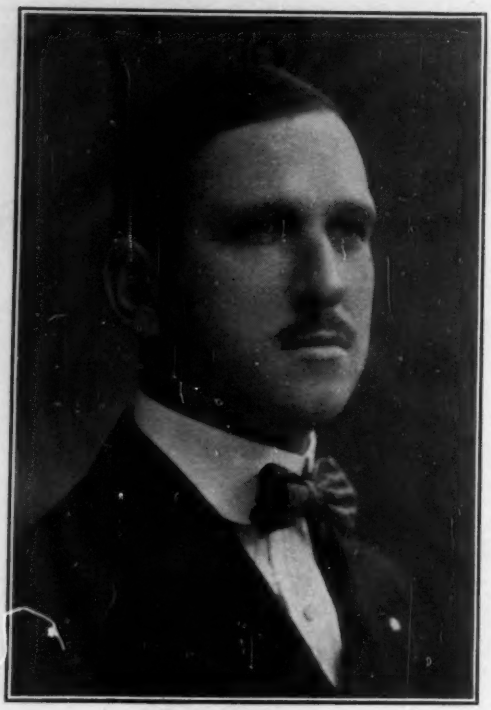
Bay City—
Karl Kompfe, Wenonah Hotel.

Saginaw, Mich.—

Grand Rapids—
A. E. Gould, American Weather Strip Company.

Kalamazoo—

Muskegon—
L. N. Holthe, Alberts & Holthe Insurance Co.



CHARLES L. HARMON
ROCHESTER, N. Y.

GENERAL AGENT, STATE MUTUAL LIFE ASSURANCE COMPANY, AND TREASURER OF KIWANIS CLUB OF ROCHESTER

Mr. Harmon was one of the two delegates from the Rochester Club to Cleveland convention in May, 1916, when the National organization was formulated. Being one of the first ten members of the Rochester Club he has been active in its affairs from its inception and has been one of the Board of Directors which have ably assisted President Hixson in its management.

Mr. Harmon came to Rochester July 1, 1914, to take the General Agency of the State Mutual Life Assurance Company of Worcester, Mass. While the Company had been represented in this city for twenty-five years and numbered some of Rochester's most prominent business men among its policyholders, nevertheless, under Mr. Harmon's management the business has gradually increased until in 1916 it was nearly double that of any one of the previous twenty years.

Previous to coming to Rochester, Mr. Harmon lived in Akron, Ohio, where he has many friends among the Kiwanis Club of Akron.

Mr. Harmon is also an active member of the Rochester Chamber of Commerce, Hamilton Chapter, R. A. M., the Masonic Club and the Rochester Ad Club.

W. C. SHEPARD

SECRETARY OF KIWANIS CLUB OF BUFFALO, N. Y.

Mr. Shepard, who is in the real estate business in Buffalo, was the first applicant for membership in the Buffalo club. He was elected at the first regular meeting as Secretary and re-elected for a second year in October, 1916. Mr. Shepard was delegate to the National Convention in May, 1916, in Cleveland and assisted very materially in the formation of the National body and in promoting harmony.

Since his affiliation with the Buffalo club he has secured many new members, worked out some unique advertising systems and stunts and has constantly been on the alert to secure business for the other members of his club. During the year last past he has assisted members of many outside clubs in making a Buffalo connection and has handled considerable real estate in the Western New York section for them.

The editor of this magazine has been closely associated with him for the past year and can assure the Secretaries and members of the Kiwanis organization that "Will" stands for and will give to them cheerfully the most efficient service that is possible.

DALLAS, TEXAS, KIWANIS CLUB

E. T. Wescott, District Manager, Organizer

Assisted by Deputy Stimers

Facts Regarding the Advertising in the Kiwanis Club Magazine

DE FOREST PORTER

DIRECTOR PUBLICITY DEPARTMENT, NATIONAL KIWANIS PUBLICATIONS

De Forest Porter, who has been chosen Advertising Director of the national publications of The Kiwanis Club by the national officers, is a charter member of The Buffalo Kiwanis Club.

Mr. Porter has been actively engaged in advertising work in various phases for more than two decades. He is known among his intimates as the dean of the advertising fraternity of Buffalo and has served as president of the Buffalo Ad Club and director of the Advertising Affiliation.

Several years ago Mr. Porter established The De Forest Porter Advertising Service in Buffalo and engaged in the general advertising business, making a specialty of the preparation of selling and publicity plans for a number of local retail and manufacturing concerns. His business soon increased to national scope and he has been fortunate in building up an organization of capable co-workers who are efficiently handling a steadily increasing volume of business.

Before entering into business for himself Mr. Porter was connected at different times with three of the largest department stores of Buffalo as advertising manager and has had charge of the expenditure of many large advertising appropriations.

Mr. Porter sees an excellent future in store for the Kiwanis Magazine and has secured its advertising directorship with the assurance of enthusiastic co-operation from the national organization and the individual clubs. Mr. Porter points out the advantages to be gained by the Kiwanis national publication as follows:

A circulation among a selected list of representative business men who have a common interest and are consistent boosters for Kiwanis principles.

A circulation that is confined almost entirely to principals—the heads of successful business houses—individuals who have the power to buy and buy liberally when they have been shown.

A circulation that reaches the most aggressive representatives of many lines of endeavor.

A circulation that is national in its scope, yet may be intensely localized for the national advertiser by the listing of local representatives in various Kiwanis clubs.

A circulation that is very close to 100% efficient because it reaches a large, selected clientele of successful business men who are favorably disposed toward the appeal of fellow members.

Complete information as to rates may be secured by addressing De Forest Porter, care De Forest Porter Advertising Service, Suite 12, Root Building, 70-86 West Chippewa Street, Buffalo, N. Y.

THE BANCROFT

WORCESTER, MASS.

One of the Model 300 Room Hotels in America

Home of the Kiwanis Club
Visiting Members always Welcome

Charles S. Averill, *Managing Director*

HOTEL STATLER
BUFFALO

450 Rooms 450 Baths

"The Complete Hotel"

Rates from $1.50

Also operating Hotel Statler, Cleveland, 1000 Rooms, 1000 Baths; Hotel Statler, Detroit, 1000 Rooms, 1000 Baths; Hotel Statler, St. Louis, 650 Rooms, 650 Baths, now building.

Hotel Wisconsin
Milwaukee

HOTEL SENECA

ROCHESTER, N. Y.

Kiwanis Headquarters

"KIWANIS"—Continued from page 9

The Golden Rule, older than the trade customs of man, preached by them every place but in the marts of trade, is to-day being applied by the Kiwanis clubs in their dealings, one with the other, and with the buying public.

The Kiwanis idea is new, and yet it is not new. If, therefore, this association can through its individual members and their collective effort convince the great mass of the buying public that this association and its membership stands only for the virtues of price, service and quality and the squarest of business dealings as examplified by the Great Master, when He said, "Do unto others as you would that they should do unto you," Kiwanis will live and prosper when we, who have given it its start have journeyed to the country from whose border no traveler returns.

CHARTER PRESENTATIONS—Continued from page 14

in particular are to be congratulated upon the carrying out of such a fine meeting.

This is only an instance of what Kiwanis clubs can do, and I hope within the next year to hear of other clubs following out the same idea. We want the best men in the different localities in the Kiwanis clubs, and we are getting them.

Personally I seem to have the Kiwanis spirit, and any other man who will connect himself with our organization, and allow the spirit to permeate his system, is bound to be a better man, have a broader view and make himself a success in many ways.

In closing I want to say that the National Secretary is ready and willing at all times to inform any member of the organization regarding Kiwanis, what it stands for, what it is, what it means, and how and where it can be applied.

Great Northern Hotel

under direction of DICK TOWNSEND
Geo. E. Wolf, *Asst. Manager*

ABSOLUTELY FIRE PROOF
EUROPEAN PLAN

Rooms without Bath $1.50, $2.00 and $2.50
With Private Bath $2.50, $3.00, $3.50 and $4.00

Jackson Boulevard, Dearborn and Quincy Streets
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The Headquarters of
The New York Kiwanis Club

HOTEL LATHAM

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Conveniently located in relation to railroad and steamship terminals and readily accessible to all parts of New York City. Recently reopened, after renovation and under new management. The service is superior in every respect, the cuisine famous for its excellence. American and European plans. Rates $1.50 and upward.

Max Hoeftmann, Manager
Formerly for many years connected with the Ritz-Carlton Hotel Company, London, England

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400 Rooms—400 Baths

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DAYTON, OHIO

The Fowler Hotel

W. A. HOLT, *Manager*

LAFAYETTE, - INDIANA

Kiwanis Club Headquarters

W E L C O M E !

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Official Kiwanis Hotel in Duluth

Duluth's Newest, Best and only
Fire-proof Hotel

All visiting Kiwani welcome

Under Management of VICTOR L LEVIN

THE ADOLPHUS

Home of the
Dallas, Texas, Kiwanis Club

A Royal Welcome to all Kiwanians from Everywhere

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International Organizer

A. S. BROWNE, Buffalo, N. Y.
158 Pearl St.

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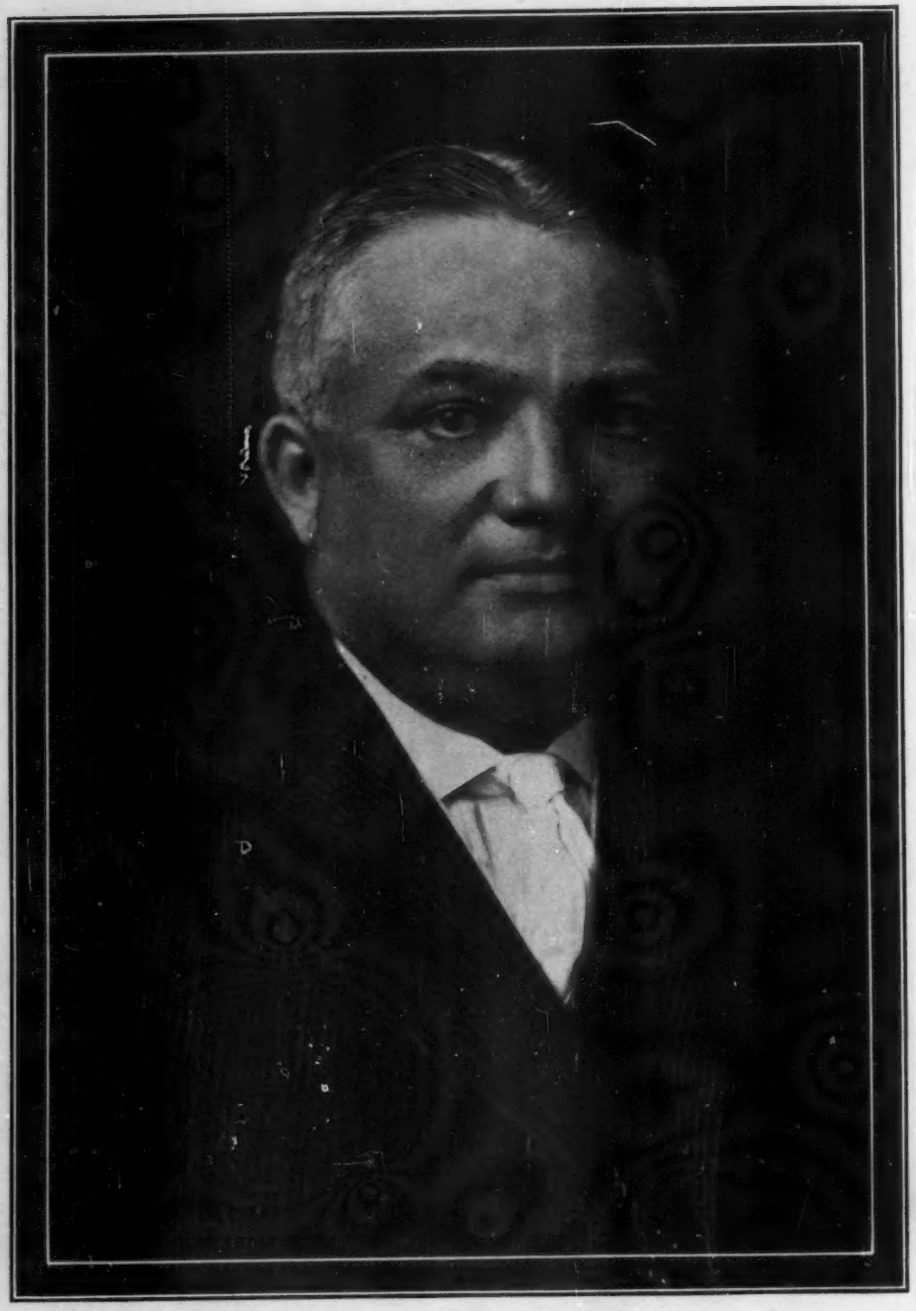
A Pioneer Kiwanis



OSCAR F. ALEXANDER
NATIONAL TRUSTEE
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